“Beneficiaries Expectations and their Level of Satisfaction: A study of the Services Provided by Family Counseling Centres in Chandigarh.”

Abstract

Good governance is critical for an NGO (non-governmental organization) to achieve its aims and maintain its credibility. This study attempts to critically examine the workings of Family Counseling Centres (FCCs) in Chandigarh, which are being run by NGOs availing grants from the Central Social Welfare Board.

All over the world, there is tough competition in the field of service delivery. The quality of service rendered and consumers’ satisfaction with it play a crucial role in the success of any service delivery business or government programme. Client satisfaction is an emerging topic of interest in social work practice, which has followed the marketing industry to use it as a measure of a business’s worth to its clients.

In the context of FCCs, understanding beneficiaries’ needs and expectations and keeping them at the centre of all decision-making is essential for the successful performance and long-term sustainability of the scheme. The present study has attempted to gain an insight into the help-seeking behaviour, the kinds of problems and the expectations of the people who approach FCCs. It further seeks to evaluate whether and to what extent the beneficiaries are satisfied with these services in the belief that beneficiaries’ perceptions, though an underappreciated and underutilized source of information, can improve practice and improve outcomes.

By understanding beneficiaries’ expectations from FCCs and evaluating their levels of satisfaction with the service they have received, this research presents findings that may benefit both the NGOs running these FCCs as well as the policymakers at the Central Social Welfare Board. It is hoped that this study can serve as a touchstone to raise the level of services being provided, and offer a starting point for other researchers interested who wish to study social service delivery and/or provide policy solutions and innovative models for service delivery in the social sector.

Keywords: Family Counselling Centre, Beneficiaries, Level of Satisfaction, Non Governmental Organization, Expectations, Services, Central Social Welfare Board, Tough Competition, Quality of Service, Consumer